organisations in this sector. This arrangement will enable both countries to leverage capabilities and opportunities in IT sector for mutual benefit.

(c) and (d) The strength of Indian IT software industry is well known to New Zealand and it has, therefore, been agreed to co-operate, *inter-alia,* in the field of software and multi-media development through exchange of information promoting understanding of regulatory approaches, facilitating trade in information industry, encouraging trade and business networks & partnerships between India and New Zealand information industry companies for, participation in bilateral, regional and international dialogue and co-operation in this area.

The co-operation is, however subject to the availability of funds & resources and observance of applicable laws and regulations of both countries.

Starvation deaths

†3840. SHRIMATI SAROJ DUBEY: Will the Minister of CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION be pleased to state:

(a) the number of villages in the country which are adversely affected from starvation and the number of starvation deaths, State-wise;

(b) whether their number is increasing;

(c) whether Government have made any survey in this regard during the last three years;

(d) if so, the details thereof; and

(e) if not, the reasons therefor?

THE MINISTER OF STATE IN THE MINISTRY OF CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION (SHRI ASHOK PRADHAN): (a) No information has been received

†Original notice of the Question was received in Hindi.

from State Governments/UT administrations regarding villages adversely affected by starvation. Similarly there has been no report of starvation death from any State Governments/UT administrations.

(b) Does not arise.

(c) No survey has been made recently in this regard.

(d) and (e) Does not arise.

Consumer awareness in Andhra Pradesh

3841. DR. DASARI NARAYANA RAO: Will the Minister of CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION be pleased to state:

(a) what efforts the Central Government and Government of Andhra Pradesh have made to make the people of the State aware of their consumer rights;

(b) whether voluntary consumer organizations are also being involved in the State to spread consumer awareness; and

(c) if so, the details thereof?

THE MINISTER OF STATE IN THE MINISTRY OF CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION (SHRI V. SREENIVASA PRASAD): (a) Continuous efforts are being made by the Central Government as well as Government of Andhra Pradesh to make people aware of their rights as consumers. Programmes have been undertaken through audio, video and print media by the Central Government to spread consumer awareness in all parts of the country including Andhra Pradesh. On the occasion of World Consumer Rights Day on 15th March, the Andhra Pradesh State Government organize consumer awareness programmes at district level. The State Government have also instituted district level awards for active consumer organizations.

(b) and (c) Financial assistance is provided by the Central Government from the Consumer Welfare Fund to eligible voluntary consumer organizations to undertake activities for promoting consumer awareness and welfare. An amount of Rs. 39,56,475/- has